



LIVERPOOL
HOPE
UNIVERSITY

1844

Recruitment Pack

International Recruitment Officer

Job Reference: 4AINTER1A

Closing date: Friday 22nd November 2024 by noon

www.hope.ac.uk





POST: International Recruitment Officer

STARTING DATE: TBC

SALARY RANGE: £28,081 - £31,387 (Grade 5) per annum

TYPE OF CONTRACT: Permanent

WORK PATTERN: 35 hours per week

(Monday to Friday)

REPORTS TO: Senior International Recruitment Officer

The Post

Liverpool Hope University is special institution, grounded in history and driven by a values-led approach to educational delivery. We are seeking to appoint a creative, organised and proactive individual as International Recruitment Officer to join our community as we develop our global engagement activity.

Reporting to the Senior International Recruitment Officer and working closely with the wider Marketing, Recruitment and Admissions teams, the successful candidate will be responsible for designing and delivering interventions to recruit full degree international students.

Key responsibilities will include development and delivery of outreach activities in designated international markets; organising events and activities on campus, online and overseas to support international recruitment; agent and partnership management; enquiry and conversion management; and managing Hope's external facing website and third-party listings. The post holder will also lead on international enquiries, finance and commission processing, communications, and data monitoring within the team, alongside special projects. They will support the team in two ways: project and activity planning relating to international recruitment and marketing; and administrative responsibilities to support the effective running of the department.

We are committed to engaging a diverse workforce and particularly welcome applications from candidates from underrepresented groups, including those from global majority backgrounds and candidates who have lived experience of international education.

Job Description/Key duties of the post

| | | | |
|---|---|------|--|
| Job Title | International Recruitment Officer | Code | |
| Subject/Service Area | International Development | | |
| Reports to | Senior International Recruitment Officer | | |
| Accountable To | Pro Vice-Chancellor Marketing, Recruitment & Admissions | | |
| Purpose of Job | | | |
| <p>International development is central to Liverpool Hope University’s long-term sustainability. Reporting to the Senior International Recruitment Officer, this role is responsible for designing and delivering interventions to recruit full degree international students to the institution.</p> <p>Primary responsibilities include development and delivery of outreach activities in designated international markets; organising events and activities on campus, online and overseas to support the recruitment of international students; agent and partnership management; enquiry and conversion management; and ensuring Hope’s external facing information is accurate, both on our own website and in third-party spaces. The post holder will be responsible for international enquiries, finance and commission processing, communications, and data monitoring within the team. They will also lead on specific projects in relation to their role, for example coordinating on campus visits or conferences for incoming international delegations. They will work closely with the Senior International Recruitment Officer and Director of International Development to undertake the annual plans for their markets of expertise, taking responsibility for delivering on student number targets from those regions.</p> <p>The post holder will support the team in two ways: project and activity planning relating to international recruitment and marketing, including designing and delivering recruitment activities both on and off campus (including overseas in designated markets); and administrative responsibilities to support the effective running of the department.</p> | | | |
| Key Tasks / Responsibilities | | | |
| <ul style="list-style-type: none">• Taking responsibility for international student recruitment from designated target markets (to be assigned on appointment depending on expertise), including annual market planning, management of agent partnerships and direct recruitment activity both online and in person• Managing international enquiry communications, ensuring high levels of customer service | | | |

- Designing and implementing international conversion communications, embedding personalisation and targeting throughout
- Maintaining the international recruitment web pages, becoming an expert user of the CMS system and ensuring all information remains up to date
- Organising and delivering events and activities for prospective international students, offer holders and recruitment partners on campus, online and overseas
- Processing commission payments for Hope's agent network and leading on other associated finance administration in the team
- Producing data, reports and market insights documents for senior colleagues and committees
- Supporting with other administrative tasks from time to time, such as travel bookings for senior leadership colleagues, room bookings for incoming visits etc.
- Supporting other activity across the wider Marketing, Recruitment & Admissions function as required, including but not limited to Open Days, International Orientation and Graduation events

This role will require UK and international travel, which will normally be undertaken alone or with colleagues from other institutions. It will require some flexibility of working, including weekend and evening working from time to time.

Materials, resources & equipment to be used

- SITS Client
- E:Vision package
- Unit 4
- Azorus CRM
- UniBuddy
- TMC online platform

Regular contacts (internal / external)

- Marketing, Recruitment and Admissions colleagues
- Professional services colleagues including accommodation, student services and international student support
- Academic colleagues
- International recruitment agents
- International recruitment partners (commercial, institutional etc.)

Staff Reporting to Post holder

N/A

Person Specification

Methods of assessment

Application form **(A)**

Interview **(I)**

Presentation **(P)**

| Educational Requirements | Essential (E)/Desirable (D) | Method of Assessment (A/I/P) |
|---|------------------------------------|-------------------------------------|
| Educated to degree level (or equivalent) | E | A/I |
| Relevant professional qualification | D | A/I |
| Experience | Essential (E)/Desirable (D) | Method of assessment |
| Experience of providing information, advice and guidance to a range of stakeholders in a professional setting | E | A/I |
| Experience of developing and delivering plans to ensure targets are met | E | A/I |
| Experience of building relationships with a range of individuals at different levels | E | A/I |
| Experience of working in a higher education setting | D | A/I |
| Experience of working in an office environment | D | A/I |
| Skills and Knowledge | Essential (E)/Desirable (D) | Method of assessment |
| Understanding of the HE sector and the current international landscape | E | A/I |

| | | |
|--|---|-------|
| Strong verbal and written communication skills, with an ability to deliver information clearly to a range of audiences | E | A/I |
| Intercultural communication skills and investment in the power of international collaboration | E | I |
| Ability to build effective relationships and partnerships internally and externally | E | A/I |
| Excellent presentation skills and knowledge of how to tailor to different audiences | E | A/I/P |
| Flexible, well organised and adaptable approach to work with the ability to manage a varied workload and prioritise tasks | E | A/I |
| Ability to plan new projects and deliver them, including management of small budgets and staff (e.g., student ambassadors) | E | A/I |
| Ability to work well under pressure and meet deadlines | E | A/I |
| Demonstrable ability to work both independently and in a team | E | A/I |
| Understanding of international applications processes and student journey | D | I |
| Strong level of digital literacy, including email, social media, word processing, databases, spreadsheets and software systems | E | A/I |
| Ability to work to professional standards and deliver guidance to prospective students and influencers | E | I |

| Any other requirements | Essential (E)/Desirable (D) | Method of assessment |
|--|------------------------------------|-----------------------------|
| Lived experience of international higher education | D | A |
| Ability to communicate in at least one additional language | D | A |
| Flexible and adaptable approach to work and able to work outside of normal hours as required | E | A |
| Ability to travel domestically and internationally on behalf of the institution | E | A |
| Commitment to providing a high-quality service underpinned by the institutional mission and values | E | A/I |

Name of contact for queries

Paul Addai-Boateng
Senior International Recruitment Officer
addaibp@hope.ac.uk

Conditions of service:

This post is based at Hope Park campus. However, you may be required to work in other areas of the University as and when required.

The post is permanent, subject to the normal probationary period of 12 months.

Salary scale for this post is £28,081- £31,87 (grade 5) per annum. New appointments will normally be made on the first incremental point of the advertised grade within the salary scale. In certain circumstances, it may be appropriate to offer a candidate a higher incremental point of the advertised grade. A higher salary will not be offered purely on the fact that it has been requested. Any starting salary above the first incremental point of the advertised grade must be justified and **supported by evidence**. Salary is payable monthly in arrears by bank giro credit on and around the 20th of each month.

The annual leave runs from 1st September to 31st August. Holiday entitlement is 28 days per year plus statutory Public Holidays and Liturgical days. This entitlement is pro-rated for part-time staff.

Further Information

Liverpool Hope University has two main teaching campuses – Hope Park in the Liverpool suburb of Childwall and the city centre Creative Campus.

We have invested more than £60 million in buildings and equipment over the past eight years and we are proud of our campuses. Stunning listed buildings sit alongside modern architecture, and with beautiful gardens and facilities, which make Liverpool Hope University a unique place to work and study.

Mission and Values

Liverpool Hope University is an ecumenical Christian Foundation, which strives:

- to provide opportunities for the well-rounded personal development of Christians and students from other faiths and beliefs, educating the whole person in mind, body and spirit, irrespective of age, social or ethnic origins or physical capacity, including in particular those who might otherwise not have had an opportunity to enter higher education;
- to be a national provider of a wide range of high-quality programmes responsive to the needs of students, including the education, training and professional development of teachers for Church and state schools;
- to sustain an academic community, as a sign of hope, enriched by Christian values and worship, which supports teaching and learning, scholarship and research, encourages the understanding of Christian and other faiths and beliefs and promotes religious and social harmony;

- to contribute to the educational, religious, cultural, social and economic life of Liverpool, Merseyside, the North-West and beyond.

Liverpool Hope's Values

Hope strives to meet the following values, which are integral to the fulfilment of its Mission:

- be open, accessible and inclusive,
- take faith seriously, being fully Anglican, fully Catholic, fully ecumenical, fully open to those of all faiths and beliefs,
- be intellectually stretching, stimulating, challenging,
- be hospitable, welcoming, cheerful, professional, full of Hope; creating supportive communities in aesthetically pleasing environments,
- be well-rounded, holistic, integrated, a team, a community of communities, collaborating in wider partnerships.

Equality and Diversity

Consistent with its Mission, Liverpool Hope strives to be a University where the individual and individuality matter. We hold students, staff and visitors in high regard and we seek to foster a working and learning environment that recognises and respects difference. All staff are expected to comply with the University's Equality and Diversity policies in the performance of their duties.

Health and Safety

Liverpool Hope University is committed to ensuring the health, safety and welfare of all staff at work and of students, visitors and others by continuous improvement in standards of health and safety. All staff are expected to comply with the University's Health and Safety policies in the performance of their duties

Sustainability

Liverpool Hope University is committed to enhancing the quality of its environment for its staff and students working and living at the University and the wider community; and aims to manage its operations in ways that are environmentally sustainable, economically feasible and socially responsible. All staff are expected to work in accordance with, and promote the University's sustainability practices.

Benefits of working at Liverpool Hope University

Liverpool Hope offers its employees a full range of benefits:

Pay and Pensions

- Competitive rates of pay defined using the HERA job evaluation scheme
- Pension schemes with generous employer contributions

Home and Family

- Generous Annual Leave Arrangement
- Opportunity for flexible working arrangements

Training and Development

- Induction training for all new staff
- Staff development opportunities

Health and Well-Being

- Hope Park Sports fitness suite and classes with discounted membership
- A range of food outlets with healthy eating options
- Staff counselling service
- Staff cycle scheme
- Support with lifestyle changes
- A range of social activities and groups
- On-site chapel, multi-faith prayer room and Chaplaincy
- Eye testing scheme

We also provide a variety of staff discounts ranging from reduced price Theatre tickets to discounts on beauty treatments.

Library services

Liverpool Hope's Library Service provides access to a wide-ranging collection of physical and online resources to support learning and research. The service also provides different types of study space across both campuses to support the wide range of learning styles and needs, from individual study rooms to group spaces, and from silent study to more relaxed social learning

Car Parking

All users of University car parks are required to pay for their use. The University has a scalable charging system for annual permits and pay and display facilities for occasional users.

We recruit staff nationally and internationally as we seek out the best to help build Hope for the future. If you join us, you will be doing so at an exciting and challenging time as we work to build a liberal arts inspired university of distinction in the UK.

How to apply

You can download the application form by the link below:

[How to apply](#)

Useful Links

www.hope.ac.uk/lifeathope/welcome

www.hope.ac.uk/personnel

www.hope.ac.uk/jobs

www.hope.ac.uk/gateway/staff/staffdevelopment/newinternationalstaff

www.hope.ac.uk/media/liverpoolhope/contentassets/media,42616,en.pdf





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